



the inside track on telesales from Communiqué Associates

Dear Website Visitor

In the August issue of Outside Line, we talked about the importance of Knowledge, Skills and Attitude when recruiting telesales people. This issue takes a closer look at listening skills and why it's important to recruit staff who are good listeners.

Best wishes,

Natalie

Learning from Listening

There's a common belief that selling is 80% listening and 20% talking. I can almost hear you say, "Well, if that's true, if we just call our clients and shut up for 80% of the time, does that mean they will buy from us?" If only ...

Sadly, very few salespeople are good listeners. They think they are listening but what they're actually doing is thinking about what they're going to say next. We all have two ears and one mouth and you may have already heard that's the ratio to keep in mind when you're using them.

The salesperson who can ask the right questions and listen carefully to the answers knows that customers give numerous buying signals. (We'll talk about this in more depth in a future issue of Outside Line). This salesperson will gain tremendous power through the information they glean, which can then be used to present their sale in the most professional manner. They can establish the needs of individual customers and present them with the best solution.

When you're recruiting new telesales staff, don't just ask them if they are good listeners. Put them to the test to find out how much they can learn from listening.

Selling in Stages

Stage 5 - Establishing Customer Needs

Here is stage 5 of the selling process, which focuses on the importance of finding out what it is that your customers actually need.

Achieving the Impossible

A property development company in Mayfair needed a Telesales Manager to set up a team of agents, to sell their services to potential investors looking to create and expand property portfolios.

They specifically wanted someone from a property background – either from an estate agency or from one of their competitors. However, this was proving to be a problem, as estate agents generally don't have Telesales managers. None of the competition had ever attempted anything like this before, so there was no one who could be 'poached'. Despite repeated advertising, quality candidates were not coming forward.

Communiqué Associates helped by headhunting. Through our industry contacts we were recommended two successful estate agents who seemed to fit the profile in terms of age, property background and location. Both were interviewed and one was found to be ideal – even though she had never managed a telesales team before.

To solve this issue, we put her through an intensive two week training course, covering issues such as recruitment of staff,

- Never start selling until you have established your customer's needs! If you don't know what products or services are suitable for a customer, how can you offer them a suitable solution? You will only know what products or services are suitable by establishing their needs.
- Always treat people as individuals, as no two buyers are the same and they have different ideas of what their needs are.
- Be genuine in your approach. Ask your customers what they need, how that need is currently being satisfied, how happy they are with their supplier and why. Be genuinely interested in the answers and use the information to assess which of your products or services is right for each customer.
- Never attempt to close a sale until you are sure you have enough information. This is where double glazing companies get poor reputations. By asking the right questions which lead towards your unique selling points, you can present a solution to a customer's problem which they didn't even know existed.

In next month's issue of Outside Line, we'll be looking at how you can **match requirements with selling benefits**.

management of salespeople, motivation and staff appraisals. We even arranged for her to spend time with another of our clients who had an existing and successful telesales team.

The result was an extremely happy client who couldn't believe that we'd achieved the impossible, by finding the right person and presenting her trained and ready to go. She is now running a very successful and profitable telesales team.

If you have a tricky recruitment issue you'd like some help with, please do get in touch by calling us on

01628 400 603 or

e-mailing

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